



DEMOGRAPHIC ANALYSIS

I. Introduction

MORGAN HILL'S POPULATION TRENDS will inform the development of policies, programs and goals in the Bikeways, Trails, Park and Recreation Master Plan (the Plan), ensuring that the Plan addresses community needs now and into the future. This document provides information about Morgan Hill's demographic profile and projections and key findings. The document will be referenced in conjunction with community needs, recreation trends and local priorities to inform the Plan.

II. Population

Morgan Hill's residential population has been growing steadily since the 1990s and the city's growth is expected to continue. According to the California Outdoor Recreation Plan, Santa Clara County is the 8th most urbanized county in California. The growth occurring in and around Morgan Hill will impact its parks system as residents and visitors seek open space and outdoor recreation opportunities.

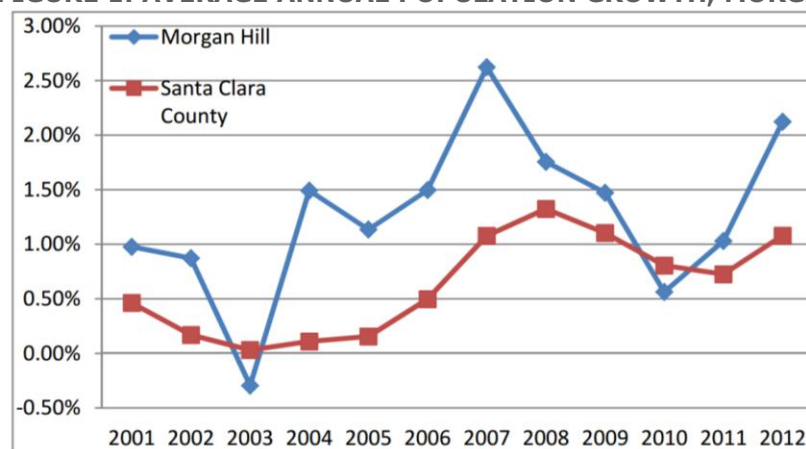
The growth rate in Morgan Hill slowed from 4% between 1990 and 2000 to 1.5% between 2000 and 2013. The city's existing Residential Development Control System (RDCS) regulates the rate of growth of major residential development in the community. As part of the Morgan Hill 2035 Project, the City is developing an updated RDCS that is intended to provide a more efficient, effective, and sustainable residential growth management system. The updated system will continue to provide a population cap and set a pace of residential development with the goal of supporting quality housing design and achieving desired community amenities/benefits. The Morgan Hill 2035 process included the evaluation of alternative growth scenarios based on 2035 population targets ranging from 60,000 to 70,000.¹ In February 2015 the City Council directed staff to proceed with the preparation of the Morgan Hill 2035 Project Environmental Impact Report (EIR) using a Preferred Land Use Plan that, at build-out, would result in a population of approximately 68,000 residents.

¹ The City's target populations for its scenario planning process are based on the city's sphere of influence (SOI) including areas outside of the city boundaries. Morgan Hill and its SOI consists of an existing population of 43, 911

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Morgan Hill Unified School District (MHUSD) is projected to grow slightly over the next six years with an estimated enrollment of 8,551 students in the 2020/21 school year, a 1.69% increase (142 students). The student population will increase with planned residential development projects. New housing development will occur most predominately within the boundaries of Nordstrom Elementary School, El Toro Elementary School, Murphy Middle School and Sobrato High School.

FIGURE 1: AVERAGE ANNUAL POPULATION GROWTH, MORGAN HILL 2001 – 2013



Source: State of California, Department of Finance, E-4 Population Estimates for Cities, Counties, and the State, 2001-2010, with 2000 & 2010 Census Counts; Population Estimates for Cities, Counties, and the State January 1, 2012 and 2013. Sacramento, California, November 2012 and May 2013.

TABLE 1: CITY OF MORGAN HILL POPULATION COMPARED TO SURROUNDING COMMUNITIES

	1990	2000	2010	2013	% Change 2000-2013
Cupertino	40,263	50,546	58,302	59,620	48%
Gilroy	31,487	41,464	48,821	51,544	64%
Los Altos	26,303	27,693	28,976	29,792	13%
Los Gatos	27,357	28,592	29,413	30,247	11%
Mountain View	67,460	70,708	74,066	76,260	13%
Morgan Hill	25,255	33,556	37,822	40,955	62%
Palo Alto	55,225	58,598	64,403	66,368	20%
San Jose	782,248	894,943	945,942	984,299	26%
Santa Clara	93,613	102,361	116,468	120,284	28%
Sunnyvale	117,229	131,760	140,081	145,973	25%
TOTAL COUNTY	1,497,557	1,682,585	1,781,642	1,842,254	23%

Source: U.S. Census 1990, 2000, 2010 and California Department of Finance 2013

TABLE 2: SCHOOL DISTRICT DEMOGRAPHIC STUDY 2014-2015

Morgan Hill Unified School District New Development Construction							
School	Housing Units per Year						Totals
	15/16 Year 1	16/17 Year 2	17/18 Year 3	18/19 Year 4	19/20 Year 5	20/21 Year 6	
Barrett Elem	40	18	17	47	54	45	221
El Toro Elem	49	101	108	115	39	45	457
Jackson Academy	5	12	24	0	0	0	41
Los Paseos Elem	0	0	0	0	0	0	0
Nordstrom Elem	59	88	146	120	49	108	570
Paradise Valley Elem	47	89	20	30	10	15	211
San Martin/Gwinn Elem	0	0	0	0	0	0	0
Walsh Elem	101	60	72	56	38	0	327
Elementary Totals	301	368	387	368	190	213	1,827
Britton Middle	71	119	111	79	28	60	468
Murphy Middle	230	249	276	289	162	153	1,359
Middle Totals	301	368	387	368	190	213	1,827
Live Oak High	55	46	52	17	17	15	202
Sobrato High	246	322	335	351	173	198	1,625
High Totals	301	368	387	368	190	213	1,827

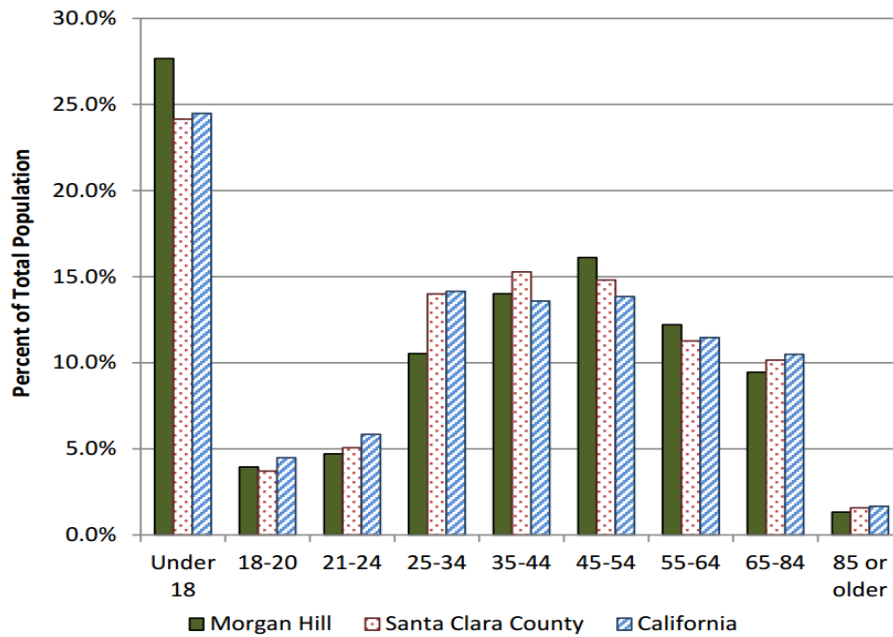
Source: Morgan Hill Unified School District

III. Demographics

Age Groups

Morgan Hill's residential population is aging, a trend seen throughout the country as Baby Boomers reach retirement age and life expectancy increases (see Figure 2). The median age of Morgan Hill's residents over the past 40 years has increased from 27.4 years old in 1970 to 36.8 years old in 2010. However, there are more residents under the age of 18 (about 30% of the population) and fewer residents over the age of 65 in Morgan Hill than in surrounding Santa Clara County and the state of California (see Figure 2). There are fewer young adults (between the ages of 25 and 35) in Morgan Hill compared to the County and State. With growing senior and youth populations, Morgan Hill's bikeways, trails, park and recreation system will need to offer flexible and multi-generational experiences.

FIGURE 2: 2013 POPULATION DISTRIBUTION BY AGE



Note: See Appendix A-1 for details.
Source: Nielsen Marketplace, 2013.

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TABLE 3: POPULATION INCREASE BY AGE IN MORGAN HILL, 1970-2010

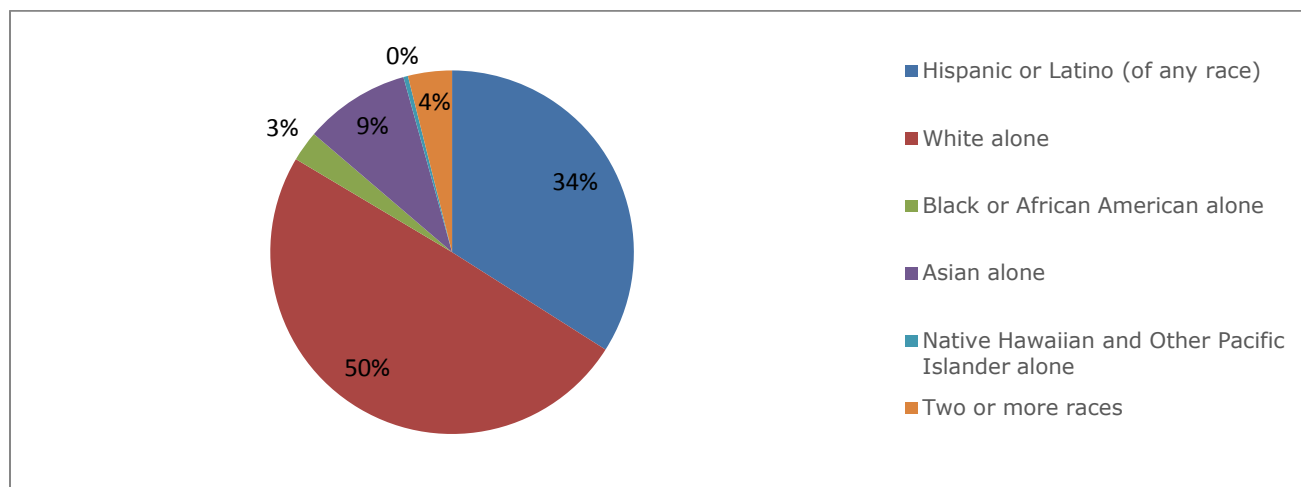
Age	1970	1980	1990	2000	2010	Change (2000-2010)	
Group						Number	Percentage
Pre-School (under 5)	628		1,937	2,729	2,794	65	2.32%
School Age (5 - 19 yrs)	2,143		5,361	7,517	8,044	527	7.01%
18 - 64 yrs.	3,132		14,822	20,802	23,446	2644	12.71%
Senior (65 and over)	582		1,808	2,508	3,598	1090	43.46%
Median Age		27.4	31.8	34.0	36.8	2.8	8.23%
TOTAL PERSONS	6,485	17,060	23,928	33,556	37,822	4266	12.71%

Source: US Census 1970, 1980, 1990, 2000 and 2010

Race and Ethnicity

A majority of Morgan Hill residents are Hispanic/Latino (33.9%) or White (49.4%). In keeping with statewide trends, the city's Hispanic/Latino and Asian populations are growing while the white population is declining. A significant number of Morgan Hill residents are bilingual with 20% of bilingual residents speaking English fluently in addition to a language other than English (primarily Spanish and Asian Pacific Island languages). About 10% of residents speak a language other than English (primarily Spanish and Asian Pacific Island languages) and are not fluent in English.

FIGURE 3: RACE/ETHNICITY IN MORGAN HILL



Source: 2013 American Community Survey

TABLE 4: RACE/ETHNICITY IN MORGAN HILL, Change from 2000 - 2013*

	2000	2010	2013	% Change
Hispanic or Latino (of any race)	27.5	34	34	5.5
White	72.4	65.2	68.4	-5
Black or African American alone	1.7	2	2.8	0.1
Asian alone	6	10.2	9.5	2.5
Native Hawaiian and Other Pacific Islander alone	0.7	0.3	0.5	-1.2
Some other race or Two or more races	16.1	15.3	12.6	-4.5

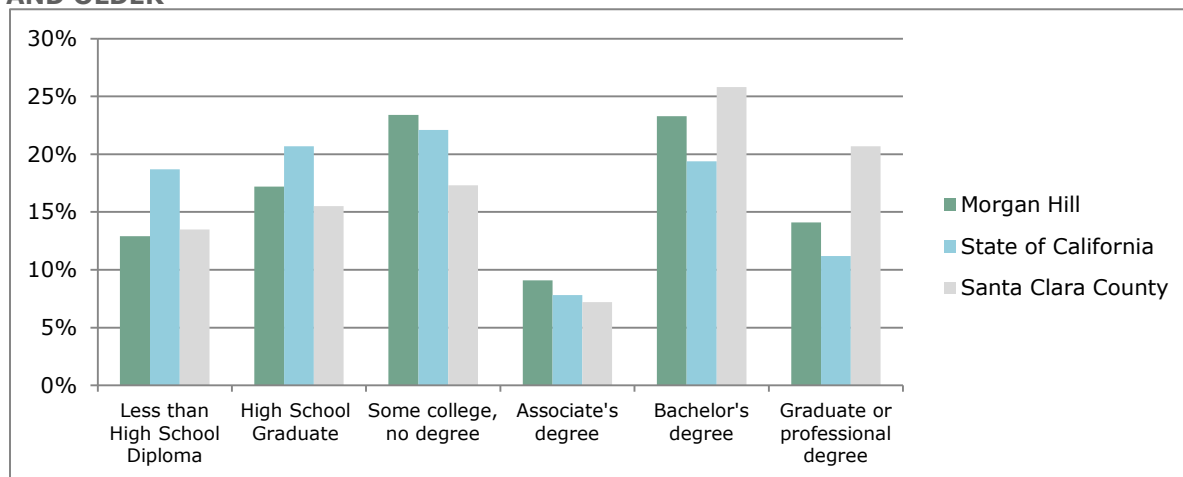
Source: 2000 and 2010 U.S. Census and 2013 American Community Survey (ACS)

* The ACS data are all estimates while the Census is population counts.

Education

On average, Morgan Hill residents are slightly more educated than California residents and slightly less educated than Santa Clara County residents. About 38% of residents have a Bachelor's or Graduate/Professional Degree. The city is home to three high schools, two middle schools and eight elementary schools.

FIGURE 4: EDUCATIONAL ATTAINMENT OF MORGAN HILL RESIDENTS 25 YEARS-OLD AND OLDER



Source: 2013 American Community Survey

Residents with Disabilities

According to the 2013 American Community Survey estimates, there are 3,029 (7.8%) people in Morgan Hill with a disability. In Santa Clara County 7.7% of civilian residents have a disability and Morgan Hill Unified School District Special Education enrollment data shows about 1,000 K-12 students with disabilities, most of which are speech or language impairments, learning disabilities or Autism.^v Universal design is an approach to creating built environments that exceed ADA standards and are inherently accessible to all people, including older adults and people with (and without) disabilities. Playgrounds and recreation systems based on universal design encourage access, independence, safety and comfort for all persons. This universal design approach should be considered for parks and

recreation elements beyond play spaces to infrastructure throughout the system that can meet the needs of Morgan Hill's community.

Household Characteristics

As suggested by the significant population of Morgan Hill residents under the age of 18, the city has a large number of family households (43%). The city's average household size is 3 with 34.3% of households including 4 or more people.

Most households in Morgan Hill own their home (71.8%). The majority of Morgan Hill residents came to the city between 1990 and 2010. As of the 2013 American Community Survey, 52% of the city's residents had moved into their homes between 2000 and 2009, and 20% between 1990 and 1999.

About 3% of Morgan Hill households do not have a car and 21% own one car. With 14.5% one-person households in Morgan Hill, there are at least 6% of households with two or more people that are sharing a car. These populations may have more urgent and specific needs for Morgan Hill's pedestrian and bicycle network. However, the majority of households have access to more than one vehicle.

III. Economic Characteristics

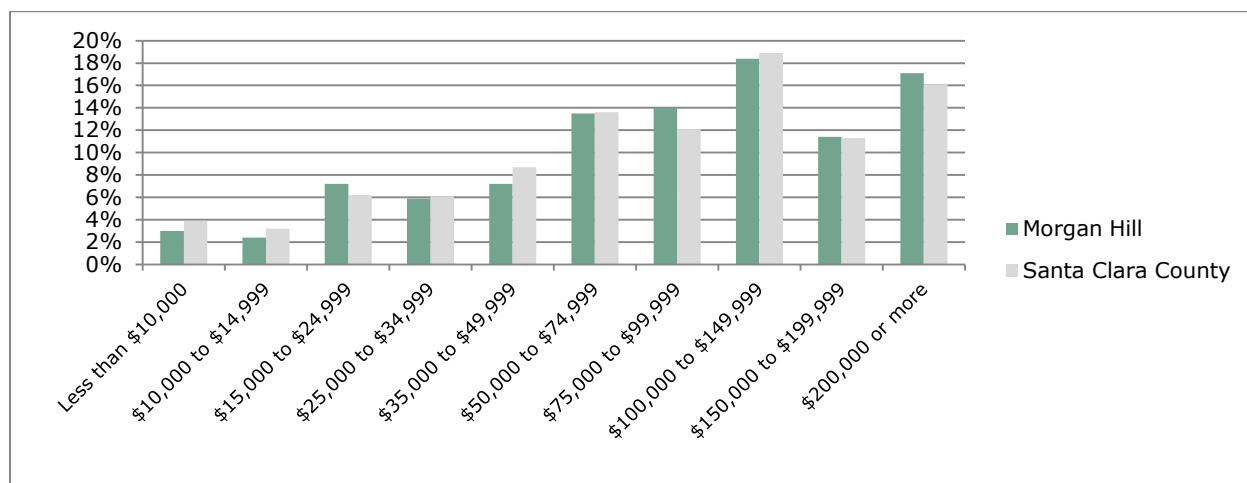
Income

The median income in Morgan Hill (\$95,531) is higher than the Santa Clara County median income (\$91,702). However, incomes in Morgan Hill declined between 2010 (\$102,487) and 2013 (\$95,531). According to American Community Survey estimates, about 10% of Morgan Hill residents live below poverty level. The city's unemployment rate is 10.7%, a slightly higher unemployment rate than Santa Clara County overall (9.7%).

Morgan Hill is home to one of Silicon Valley's largest business parks, Morgan Hill Ranch (about 350 acres). Although many of Morgan Hill's residents work outside of the city, there are likely some residents commuting locally to Morgan Hill Ranch and other local business parks as well as non-residents commuting into Morgan Hill. The bikeways, trails, park and recreation needs of the city's

daytime population may be distinct from the needs of residents. There may be opportunities for the bicycle and pedestrian network to better serve this population. There may also be opportunities for partnerships with local businesses to support health and well-being programs for employees.

FIGURE 5: HOUSEHOLD INCOME IN MORGAN HILL AND Santa Clara County



Source: 2013 American Community Survey

Key Considerations:

Morgan Hill's demographic and household trends provide a framework that will focus the needs analysis for the Bikeways, Trails, Parks and Recreation Plan.

- Continue to ensure the parks and programs serve families with children (who are a core market segment) but consider whether the increasing number of one-person and aging adult households creates a demand for new facilities and programs.
- Consider how the system can better meet the needs of residents with disabilities through the universal design of spaces, signage, materials and programs.
- Examine the areas targeted for residential development in and around Morgan Hill and consider how parks and recreation facilities and programs will serve these areas in the future.
- Understand where potential business development may occur in and around Morgan Hill and how parks and trails facilities can serve employees.
- Consider how both existing and planned bikeways, trails, parks, facilities and programs meet the needs of the current and trending populations.

Sources

- i. 2009-2013 American Community Survey 5-Year Estimates
- ii. U.S. Census Bureau, 2010 Census
- iii. City of Morgan Hill, Morgan Hill 2035 - Growth Alternatives. Growth Alternatives Workbook June 13, 2014 - Public Review Draft
- iv. SchoolWorks, GIS. Morgan Hill Unified School District Demographic Study 2014- 2015. March 2015
- v. California Department of Education, Special Education Division. Special Education Enrollment by Age and Disability. Reporting Cycle: December 2, 3013, prepared 6/22/2015.